

Brand Guidelines

Our New Expressions



A cohesive identity relies on flexible visual assets that remain recognizable even in the absence of text. As part of our expanded visual language, this page introduces the official standalone Brand Symbol. Derived from the geometric building blocks of the core SiteWon logo, this icon serves as a versatile anchor for our user interfaces, application layouts, and digital media.



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Minimum Size



Web



_____ | 250px | _____

Print



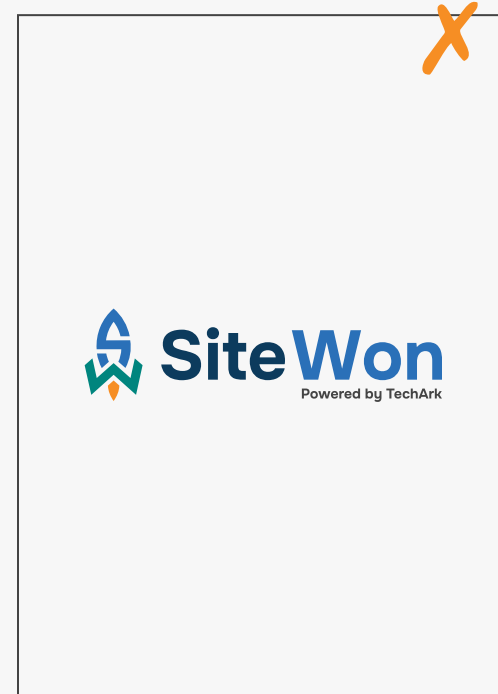
_____| 2.6 CM |_____

The logotype should never be too small to read. We’ve set a minimum size of width 2.6cm in print and width 250px in web format.

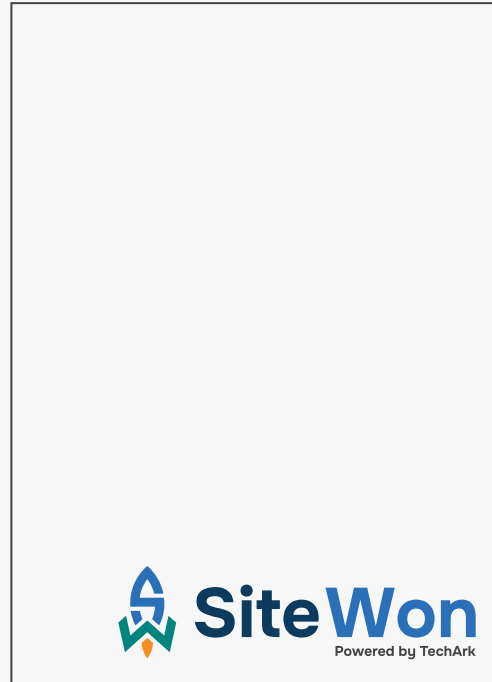
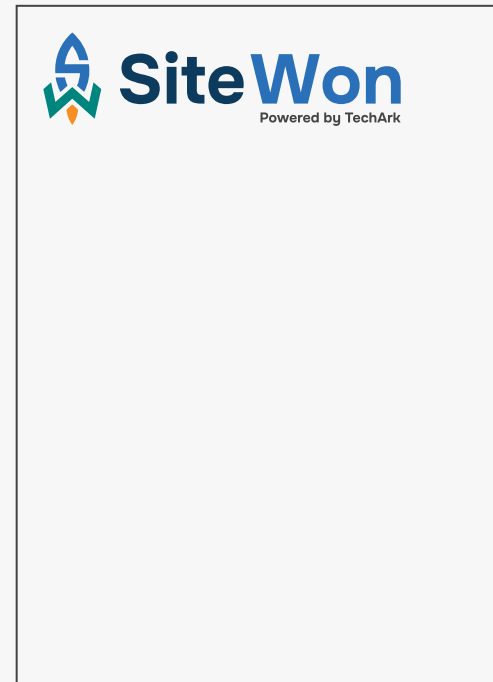
Logo



So clear



Centering the logo looks generic and predictable



Preferred placement

This is minimum spacing

We like to avoid placing the logo smack dab in the middle of an area. On any given format, landscape or vertical, the preferred logo placement is in any corner position, or center aligned at the right or left.

Required at all times

Maintain the spacing in every instance. It keeps the mark legible, balanced, and bold.



Logo & Icon Style

Our brand identity relies on strict consistency across all channels. To maintain high visibility across digital and print assets, the logo adapts into two approved lockups: a horizontal version for restricted vertical spaces, and a stacked vertical version optimized for balanced, centered layouts.

To preserve visual integrity, the rocket symbol must always use our official background containers to ensure peak contrast across dark and light interfaces. Never alter the element spacing, modify the alignment, or change the icon pairings outside of these five designated color configurations.

Horizontal Logo



Vertical Logo



Logo Color usage



Avoid Logo & Icon Style

To protect our visual identity, brand assets must never be modified or distorted. Altering the approved logo configurations compromises the professional integrity of our digital platforms and dilutes brand recognition across different channels. Design layouts must adhere strictly to the provided master files without introducing unauthorized edits.

Specifically, do not apply unapproved colors, convert solid fills into outlines, or scale the icon independently from the typography. Furthermore, never shift the alignment, crop the emblem, or place the symbol onto low-contrast backgrounds that impair visibility. Adhering to these constraints ensures our brand remains unified and recognizable.

Horizontal Logo



Vertical Logo



Logo Color usage



Incorrect usage of the logo



Do not reverse the logo



Do not stretch or alter the proportions of the logo.



Do not rotate any single part of the logo.



Do not apply colors other than one defined.



Do not change arrangement of the logo.



Do not apply gradients, shadows, or other effects.



Do not outline.

To ensure that our brand is not the victim of aesthetic vandalism: do not change, alter, or modify any part of the logo. Some examples of logo issues are shown below.

Logo scale



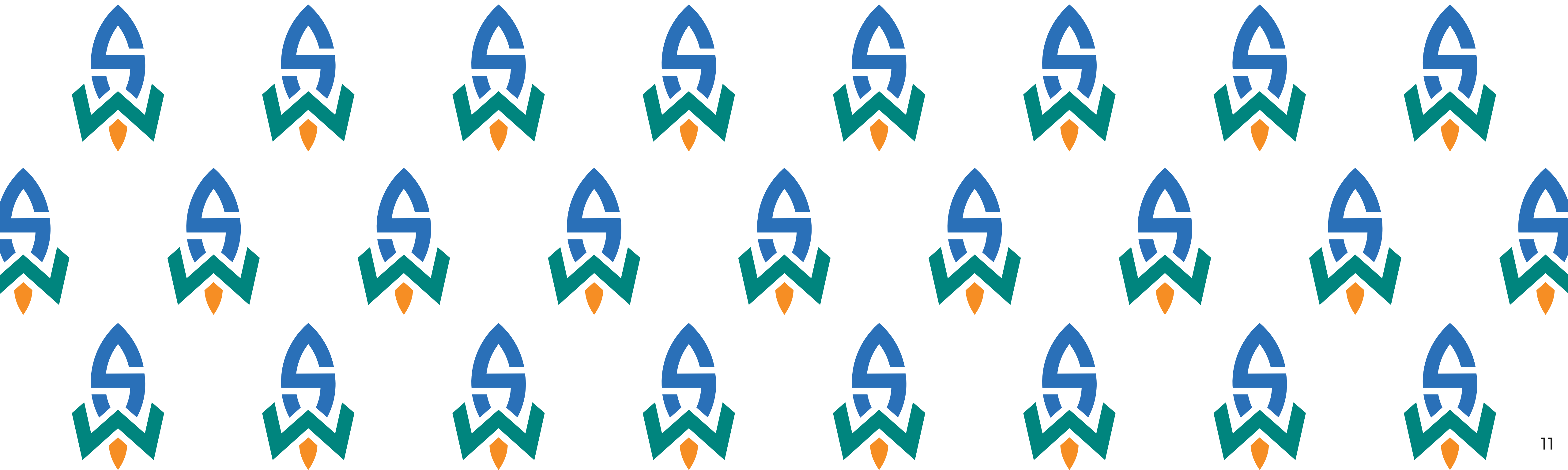
Maximum size is unlimited



Minimum size 145x25px

Please note that the logo should not be used below the minimum viable size of 100x25px to ensure legibility and maintain its impact.

Pattern



Typographical Layout & Spacing Rules

Header	
	30px
Body Bold	
	20px
Body	
	50px
Button	
Section Between	100px

Precise layout padding ensures a strong visual hierarchy. This section defines the exact vertical spacing required between headings, body text, buttons, and sections across our digital products to maintain peak scan ability.

Specifically, use 30px padding below headers and a 20px gap before body text. Separate copy from buttons by 50px, and use a mandatory 100px break between major layout sections.



Purpose-built tools for modern infrastructure.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Schedule Demo

Logo Clear space



Color palette

Our brand palette defines the core visual character of our digital identity across all application platforms. Utilizing these six designated brand colors establishes consistent contrast ratios, enhances interface hierarchy, and ensures alignment with universal accessibility standards across both light and dark interface systems.

The palette is anchored by Earth Blue, our trusted primary brand color, complemented by Deep Cyan to represent innovation and connectivity. Fantasy Orange serves as a vibrant accent that draws attention to key actions and highlights. Tsunami Teal provides a rich, sophisticated tone for strong visual foundations, while Matte Graphite delivers depth and clarity for typography and structural elements. Cool Gray balances the system with a clean, light neutral, creating optimal contrast and breathing space across modern digital experiences.



Color Use



Cool Grey is mostly used for Dominant Canvas.

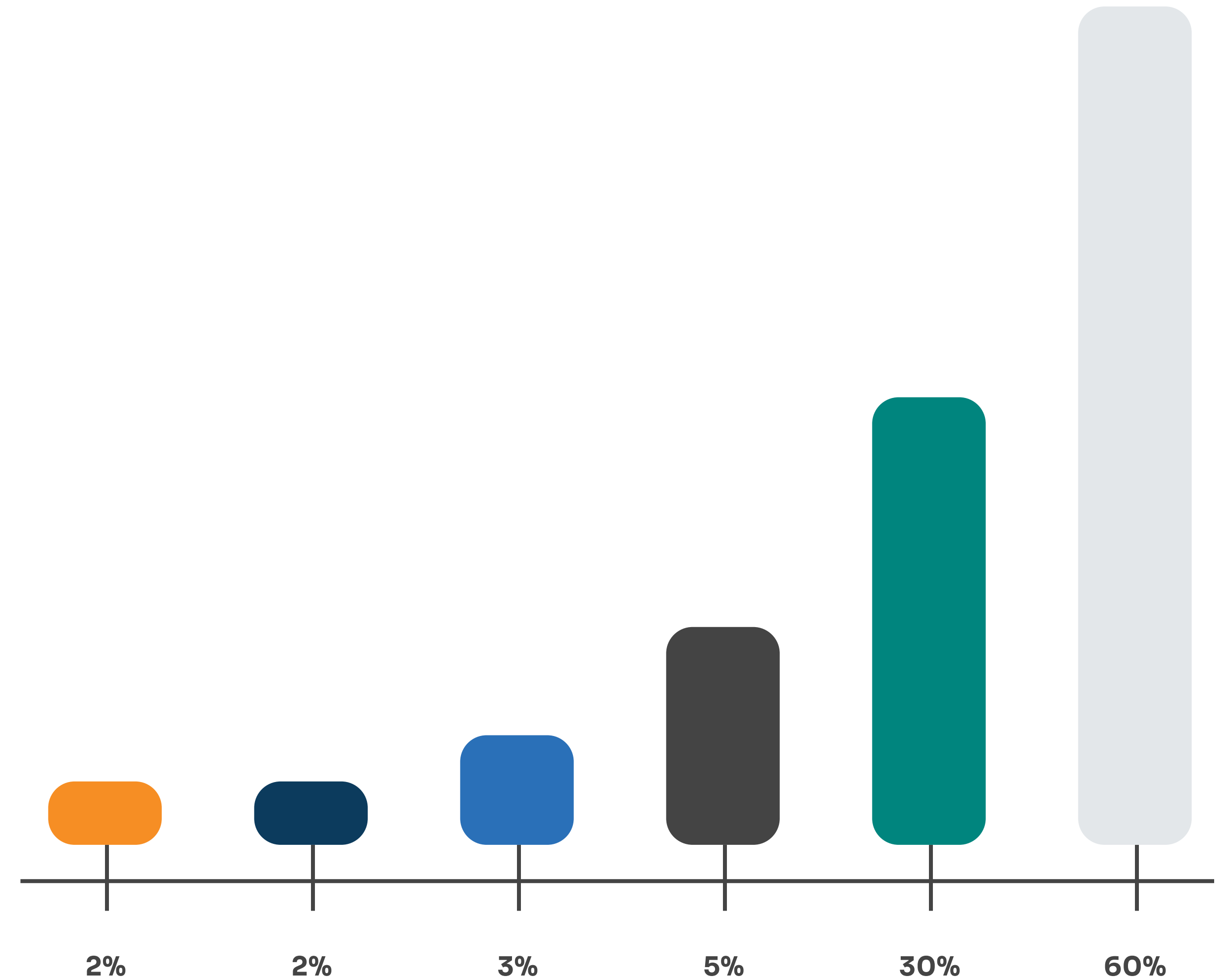
Deep Cyan is mostly used for structural background.

Matte Graphite can be used for text & hierarchy.

Earth Blue can be used interactive actions.

Tsunami Teal is mostly used status signals .

Fantasy Orange can be used for CTA.



Typography



Our brand typography is selected to optimize digital readability and establish a clean, modern aesthetic across all platforms. By pairing a structural sans-serif for interface highlights with a highly legible geometric face for prose text, we maintain maximum clarity and geometric consistency within our layout hierarchy.

Specifically, the system utilizes Onest for all primary titles, headings, and subheadings to draw the eye with bold, technical precision. This is paired with Sora as our dedicated font family for standard body text, ensuring long-form user documentation and general interface copy remain highly scannable and perfectly legible at any scale.

Heading

Onest

Sub Heading

Onest

Body Text

Sora

Typography Heading



Onest

Our primary typeface for all structural headings is Onest, chosen for its clean, geometric clarity and exceptional modern readability. This font family serves as our main visual voice for headers across digital applications, marketing platforms, and official interfaces to ensure a powerful and unified presentation.

To achieve maximum visual impact and clear separation within heavy layout titles, our core headers utilize the heaviest weights in the font family. By implementing the specific Bold and Black variants, the typography establishes immediate authority, anchors the layout grid, and guarantees peak legibility on high-resolution displays.

Heading

Bold	Whereas recognition of the inherent dignity
Black	Whereas recognition of the inherent dignity

Typography Sub heading



Onest

Our secondary heading system relies entirely on the Onest font family to maintain structural alignment with our primary headers. This configuration delivers strong typographic continuity across all sub-navigation layouts, article subtitles, and intermediate interface cards, ensuring the brand voice remains completely seamless.

To establish proper emphasis within our structural hierarchy, all secondary subtitles utilize the strict Bold weight variation. Employing this singular, high-contrast style locks the text cleanly to its corresponding body content while maintaining the visual authority necessary for crisp digital scannability across diverse viewports.

Sub Heading

Bold

Whereas recognition of the inherent dignity

Typography Body Text



Sora

Our dedicated font family for standard body text is Sora, selected to ensure maximum legibility and digital scannability across long-form blocks and descriptive interface elements. This typeface grounds our informational layouts, technical descriptions, and general copy with a clean, open, and highly accessible geometric structure.

To maintain functional flexibility across varying paragraph hierarchies, Sora is deployed in three primary weights: Regular, Bold, and Extra Bold. Standard reading paragraphs utilize the Regular weight to optimize screen readability, while the Bold and Extra Bold configurations are reserved for emphasizing key text segments, inline labels, and micro-headers.

Body Text

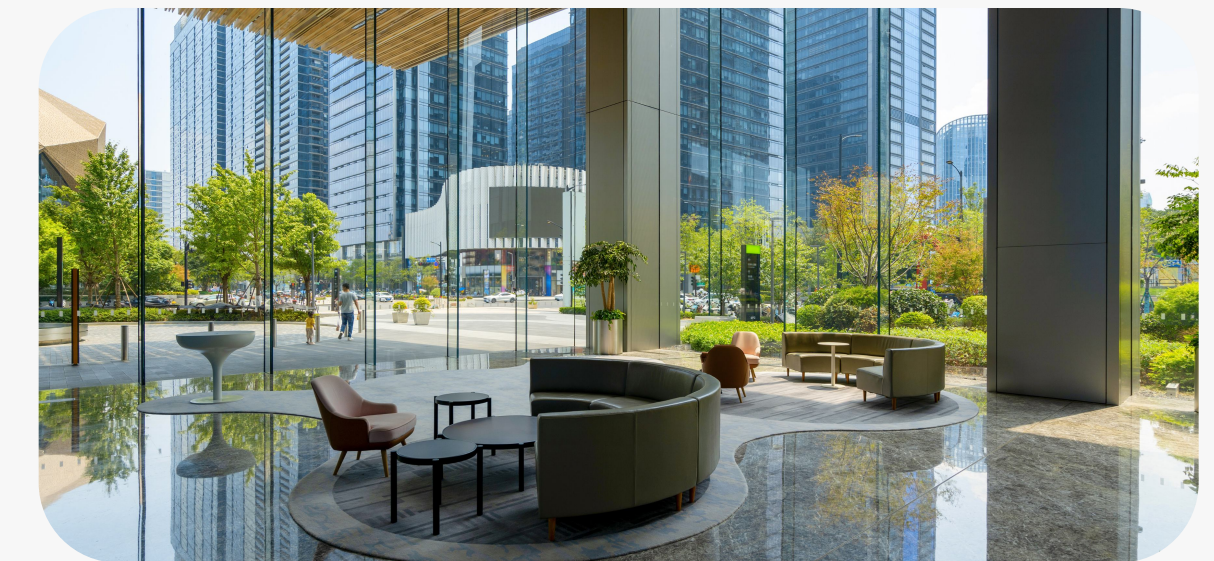
Regular	Whereas recognition of the inherent dignity
Bold	Whereas recognition of the inherent dignity
Extra Bold	Whereas recognition of the inherent dignity

Photography



Our photography style plays a vital role in humanizing our brand and establishing an authentic connection with our audience. We prioritize real, authentic human interactions set within contemporary corporate and metropolitan environments, using imagery that captures professional momentum, collaboration, and genuine focus without looking overly staged.

Specifically, all featured assets should leverage natural lighting, modern architectural depth, and crisp color palettes that align with our structural layouts. Visuals should showcase diverse individuals engaged in authentic workflows, natural conversations, or confidently navigating professional environments. Avoid stiff corporate clichés by selecting dynamic angles and real-life moments that reflect real-world execution and enterprise synergy.



Avoiding Graphic & Logo Overlays

To protect the clarity and strength of our visual identity, brand typography and logos must never be overlaid directly onto photographic assets. Placing design text or corporate lockups over detailed background imagery compromises the professional integrity of our digital platforms and dilutes brand recognition. It is critical that all design layouts keep photography completely clean and independent of distracting graphical overlays.

Specifically, do not apply unapproved logo lockups over subject imagery, convert brand symbols into background watermarks, or place typography directly over low-contrast clothing and busy details that impair text legibility. Furthermore, never place structural elements onto imagery where they conflict with human subjects or break uniform clear space zones. Adhering strictly to these negative constraints ensures that our brand presence remains completely unified, clear, and recognizable at all times.



Visual Style Restrictions

To protect the clarity and strength of our visual identity, brand imagery must never utilize unnatural modifications, forced perspectives, or poor lighting conditions. Using imagery that contradicts our standard art direction compromises the professional integrity of our digital platforms and dilutes brand recognition across different channels. It is critical that all design layouts adhere strictly to clean, high-quality, and authentic photography assets.

Specifically, do not use images with prominent stylistic filters or heavy neon graphics applied over the composition. Furthermore, avoid imagery featuring corporate subjects that feel clearly staged or forced in their posing, and never implement overexposed or under exposed pictures that compromise detail visibility. Adhering strictly to these negative constraints ensures that our brand presence remains completely unified, clear, and recognizable at all times.



Don't use images with stylistic filter applied



Don't use images that feel clearly staged or posed



Don't use overexposed or under exposed images



Brand Application & Collateral Assets

Our visual elements come together to create a tangible brand experience across physical touchpoints, promotional merchandise, and corporate stationery. By consistently applying our approved lockups, typography systems, and color palette containers, we bring the brand identity to life seamlessly in the real world. This unified design approach turns ordinary physical materials into premium brand ambassadors.

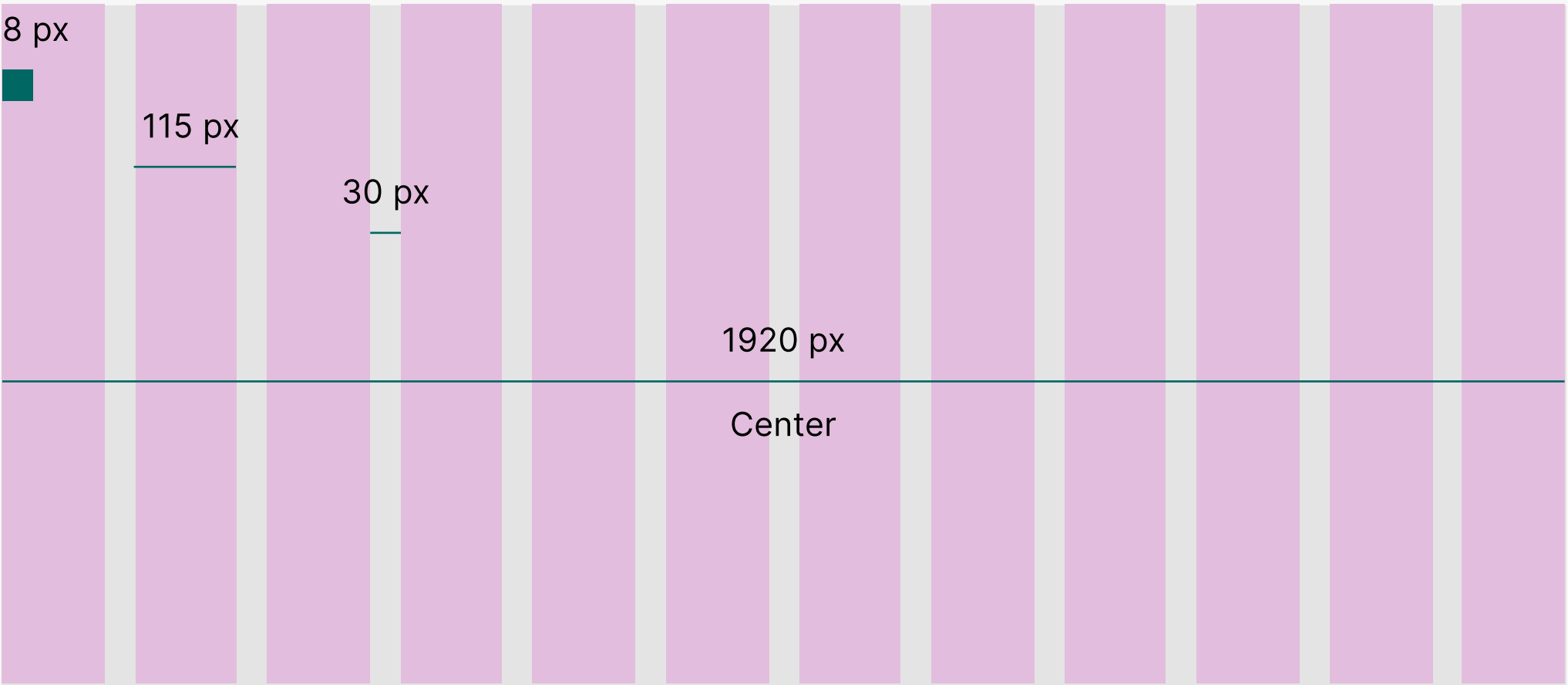
Specifically, physical collateral should maintain clean spatial layouts that respect our established clear space restrictions. Whether formatting corporate business cards, producing outdoor signage, creating custom apparel, or applying repeat patterns to fabric accessories, design outputs must ensure high visual contrast and perfect logo rendering. Executing these tangible assets with strict attention to detail guarantees that our physical brand footprint feels premium, cohesive, and instantly recognizable.



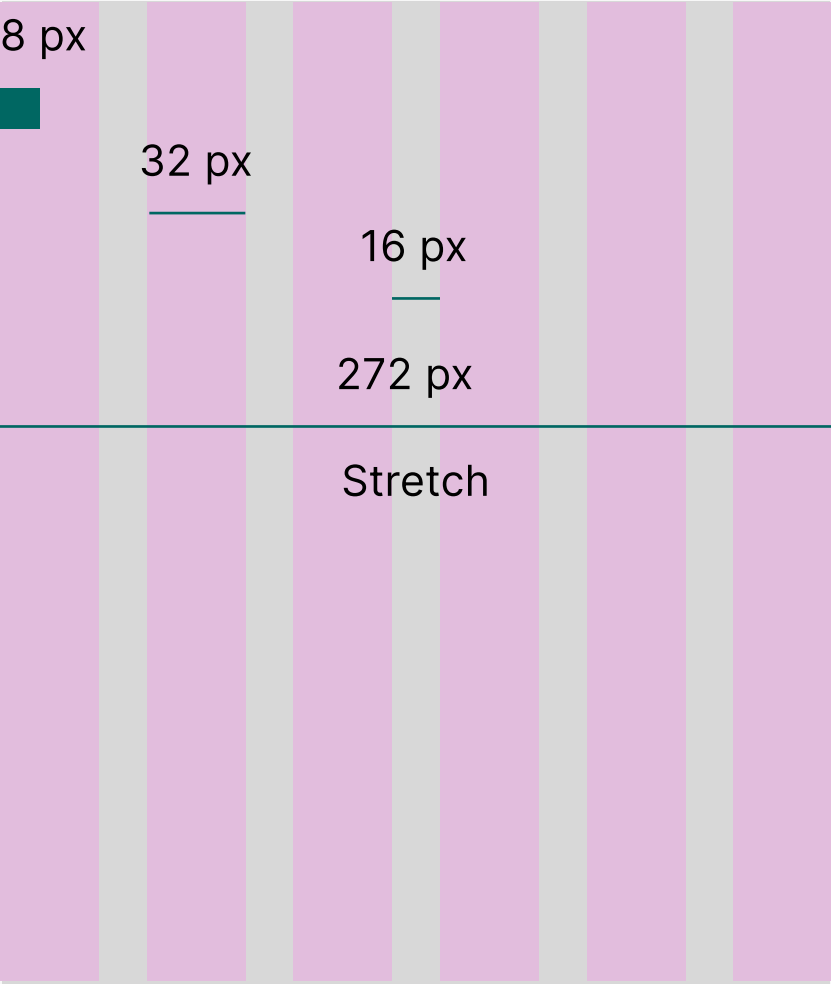
Use Grid



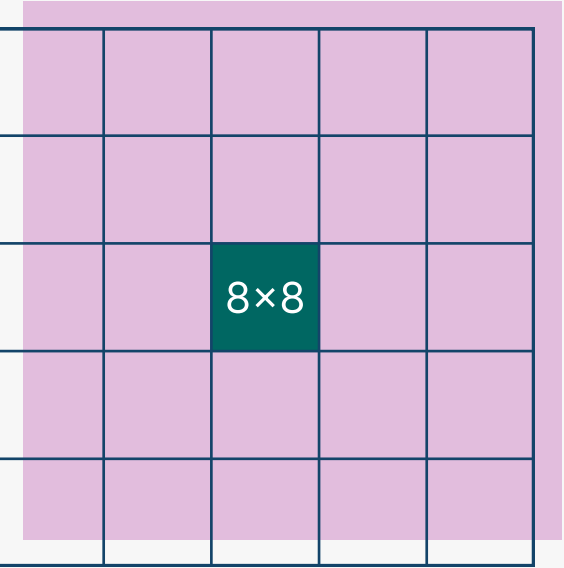
Desktop



Mobile



Spacing system



Grid

Combination of square modular and column grid. The modular grid is 8×8 px, flexible and able to cover many needs. A 12-column grid is applied to the entire interface on the desktop version, while a 6-column grid is used in the mobile version.



Thank You